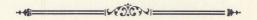
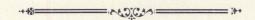
THE STORAGERAM SUMMER CLUB NUMBER





The cover was made from an actual photograph of one of the mountain streams at the Summer Club. The original was a snap shot, taken by a fellow worker.



The

STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's.

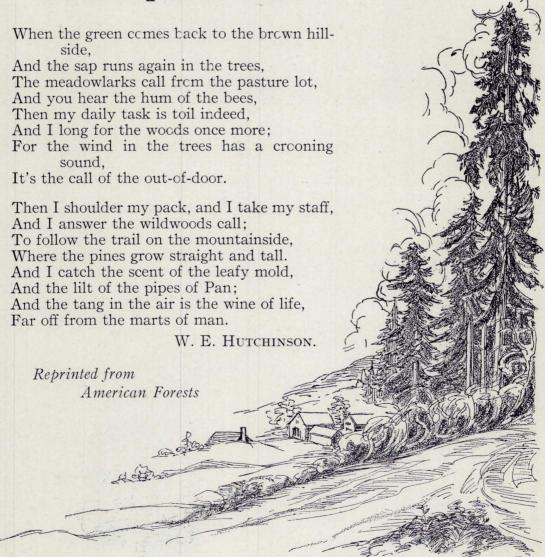
Printed and bound in our own printing shop.

Vol. VIII

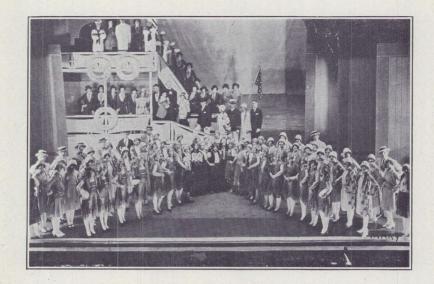
Pittsburgh, Pa., May 1927

No. 5

The Pipes of Pan



Kaufmann Players Score Again in The Firefly



The Kaufmann Players' Second Annual Production, with a week's engagement at the Pitt Theatre, was a success from every point of view. The performance was a credit to our organization, and all Kaufmann Fellow-workers share in its success. While we here pay our tribute to the stars and the whole cast, we would like to add a praise no less resounding to all those who did such splendid work in selling tickets. To sell out the house every night was a big undertaking for amateurs—but Kaufmann Fellow-workers did it.

A Tribute to Mr. O. M. Kaufmann

"Too high praise cannot be given to O. M. Kaufmann for his devotion to the Kaufmann players. No effort was spared in costuming, scenery and consideration for the interests and happiness of the participants. It would be difficult to suggest a more gracious means of broadening the social horizons and realizing the self-expression of employees, than this generous effort of Kaufmann's for the benefit of the Employee's Beneficial and Protective Association."—The Sun



What The Bapers Said

The Sun

"The Firefly" seemed to me, before I saw the performance last night, a most pretentious undertaking for any amateur group, however skilled. The score, by Friml, is difficult and snareful, and the production one which calls for expert groupings, precision of mechanics, and lavish expenditure.

The production was full-flavored, mature and copious. Miss Ada W. Minneman as Nina, the Firefly, displayed many of the accomplishments of a seasoned professional not only in the clearly defined poise of her vocal rendition, but in her characterization as well, and her performance was one of exceeding charm and beauty. A clever little soubrette, Anne Hirz, was a lively foil, and to Florence Schwartz was deservedly entrusted one of the most beautiful songs of the score. Madeleine Walsh played a small part with attractive grace, and Elsie L. Stevenson evinced the skill of a veteran in her brief role. Ralph Wallace was a sincere and appealing choirmaster, and Ezra Hinshaw, Alan C. Gumbert and Harry Mohr won separate praise for their songs."



The Press

"Nina's work as street singer, boy servant, pickpocket, and later as opera star, was the kind that evokes genuine applause.

Miss Hirz challenged professionals with as fine a display of beauty, clear enunciation, distinctive ease of manner and poise and ability to gauge her part's importance, as has been seen on any amateur stage here. Her scenes with Jenkins, played by Harry Mohr, and with Pietro, played by Alan C. Gumbert, were veritable triumphs. Gumbert was splendid as the valet and Mohr captured the laurels among the men of the cast with his comic voice, his elongated figure dancing, and his humorous "Bug Song."

Excellent was the work of Madeline Walsh, Elsie L. Stevenson, Robert Landenberger, Ezra B. Hinshaw and Ralph Wallace.

The Dancing Demons, the Sunshine Dancers and the Hoofers gave fine feature exhibitions of the art terpsichore, winning much applause and the whole company in chorus sang creditably."



Telegraph

"As given last night by the Kaulmann Players "The Firefly" will take its place with the best amateur productions ever seen on a Pittsburgh stage.

The cast was a large one and each and every member is worthy of special praise for his or her efforts.

One of the outstanding features of the production is the work of the various choruses, 75 pretty girls in all. The Dancing Demons and the Sunshine Girls will long be remembered for their work. The Hooters, eight dancing boys, also displayed rare ability in a series of difficult steps. Vieing for honors with the girls was a chorus of boys who can sing and dance.

The production was gorgeously costumed and elaborately staged and was an optical treat worth while."

EXECUTIVE TRAINING GRADUATES



Seated, left to right—Sadie Quinn, Daniel Harrison, Patricia Clark, A. L. Winer, Marie Joel, Sam Applebaum, Ida Kirch. Second Row-Mollie Berkowitz, Ruth Barrie, CELIA FOSTER, ALBERT DASCHBACH, EDNA PORTER, BELLE FINEMAN, GRACE FISHER. Third Row—Sam Spokane, Oscar Radin, Herman Netzer, Harry Clemens, Joseph Haas.

29 Graduates in 1927 Class

We extend hearty congratulations to the twenty-nine who successfully completed the Executive Training Course. It is no small test of character and ability to stick to the rather arduous work of this course through six months, attend the lectures, write the required papers and pass the tests. The benefits are great. We look to the twenty-nine people of this year's graduating class to demonstrate to us, in their work at Kaufmann's,

the real value of this training. They will, it is believed, be increasingly fit to carry greater responsibilities.

In addition to those in the picture, the following were also in this class, but were not able to keep their appointment with the camera man: Florence Baker, Marguerite Clark, Helen Campbell, David Cohen, Wright Cornell, Mary Frances, John Miller, Virginia Parsons, Samuel Sugarman.

Executive Training Alumni Organize

above, have become charter members of the Executive Training Alumni Association. More power to them! They are already planning

The twenty-nine fellow workers, listed a number of worth-while programs. Before this paper comes out, they will have had their first meeting on Tuesday, May 17, with dinner at six o'clock followed by a program.

2000 Co-Workers Celebrate at Progressive Retailing Banquet

Reported by Ethel Forbes

Four years have seen a development of the plans of the Progressive Retailing Courses that surpass the fondest expectations of the founder. When the Research Bureau for Retail Training launched this work with something like one hundred registrations, they could scarcely foresee that the year 1927 would bring two thousand five hundred retail fellow-workers from eleven Pittsburgh stores into these evening classes.

At the great banquet which was staged at Syria Mosque the evening of April 26, to mark the close of the Progressive Retailing Course, more than two thousand fellow-workers were assembled. Enthusiasm, friendly rivalry and good spirits ran as high as they usually do at great athletic meets and seldom do anywhere else. It was certainly an inspiring occasion. It was indeed a gathering of forward-looking, progressive, energetic store people.

The speakers representing the co-operating stores all had earnest, inspiring messages. Mr.



Awarded Certificates In Progressive Retailing

We extend hearty congratulations to the following workers who have been awarded Progressive Retailing Certificates. They have successfully completed four courses and have met the Bureau's requirement for attendance.

Alpern, Pauline Bepler, Margaret Bernstein, Max Crawford, Marie Crovam, Lena Dorsey, Anna Forbes, Ethel Freakley, Helen Hassler, Evelyn Hellman, Bennie Karrasch, Gertrude Maloney, Marie A. May, Agnes McKenzie, Anna Meyers, Elizabeth Meyers, Mary B. Miller, Tillie

Nuss, Katherine Neiman, Ruth O'Donnell, Charles N. Seepin, Sarah Siman, Maurice Smith, Margaret Smith Walter Smock, Sara Spuhler, Rose Stevens, Mary Perkins, Elma Pickering, Charles Ramsey, Anna Fluke, Nettie Deily, Emily Wagner, Mary

A. Seder, Mr. E. J. Kaufmann, Mr. A. H. Burchfield, Mr. Walter Rosenbaum, Mr. W. H. Newmeyer and Mr. Arthur Kaufmann commended those who had represented their stores in their faithful attendance at the evening courses. The store executives had highest praise for the work of the Bureau and particularly of the Progressive Retail Courses, and all sincerely congratulated the workers who had had the ambition and high purpose to enroll and complete the work.

We join with all the other fellow members of the Progressive Retailing Courses in congratulating Kaufmann and Baer Co. upon winning the Charters Cup for the highest average

attendance.

Dr. Bowman, Chancellor of the University of Pittsburgh, addressed the graduates of the Progressive Retailing Course and also those who graduated from the Executive Training Course. Certificates were awarded and the great event was closed with enthusiasm and good will.



Bear Run Dance a Lively Affair

The Annual Bear Run Rally and Dance which was held in the Auditorium on the evening of May 12th, was voted one of the best social events of the year at Kaufmann's The summery, woodsey decorations made a happy setting and all the bears—little bears middle-sized bears and big bears—which our good friend Archie Griner recruited for the occasion, carried out the effect most delightfully. Do Kaufmann fellow workers love Bear Run, their Summer Club? Some hundreds of people at the party last week gave heartsome evidence that they do!

The music was excellent, the appropriate Bear Run names given to the dances added to the fun. Moving pictures of familiar Summer Club scenes revived the good old summer time enthusiasm, and present indications are that the coming Season will see heavy registrations for our Summer Club at Kaufmann,

Pa.

The Booking Bureau, in the Training Department on the 10th floor, is ready to make reservations for vacations. Register early!

SUGGESTIVE SELLING



Act I

The customer came into the Misses Coat Department undecided as to whether she wanted a sports coat or a more dressy type. Her interest finally centered upon a dressy coat which Miss Edlis selected for her, knowing it was perfectly suited to her individual type. It was a very becoming model-black jorella with ermine tuxedo front. The customer bought this coat and was well pleased, but as she looked at herself in the mirror she remarked, "I can't wear this sports hat with this lovely, dressy coat." Miss Edlis told her that she had seen the very hat to go with that coat, among some new ones in the Millinery Department and suggested that the customer go there and ask for Miss Vaughan. It was a helpful suggestion, courteously and graciously offered and gladly received.

Miss Mildred Edlis, Selling. Miss Mary Francis, Customer.

Act II

The customer was in a pleasant, receptive mood when she arrived in the Millinery Department. Somehow, Miss Edlis had conveyed to her the idea that she would find just the right hat and that Miss Vaughan would be successful in helping her. She had a feeling of confidence which Miss Vaughan's greeting and gracious manner served to increase. And true enough—the right hat was soon found-a smart black model, an import, with clever hand embroidery. Miss Vaughan's sincere interest in her customer's requirements and her knowledge of style and her stock resulted in a good sale. The customer, smiling at her own reflection in the mirror, remarked that she must get other shoes to go with this outfit. Miss Vaughan suggested that she step over to the Shoe Department on the same floor and ask for Miss Johnston.

Miss Margaret Vaughan, Selling. Miss Mary Francis, Customer.

Act III

In the Shoe Department, Miss Johnston showed the same sincere interest in the customer that the other two sales people had shown and the customer responded to this as customers always will, by being much more receptive to good suggestions. Several pairs of shoes were considered, each pair faultlessly correct with the customer's outfit. The customer tried them on, one after the other, then all over again. There was not only the question of style but foot comfort to be considered. Miss Johnston was patient and unhurried, but she tactfully guided the customer's interest until it finally settled upon one pair. The sale was made; the customer was pleased and Miss Johnston had made another friend for the store. She suggested, before the customer left, that she get hosiery to match the shoes, and recommended Miss Ruby in the Hosiery Department.

Miss Merle Johnston, Selling. Miss Mary Francis, Customer.

A DRAMA IN SIX ACTS



Act IV

The customer had not intended doing so much shopping this afternoon, but she thought, "Oh, well, I'll just get the hosiery while I'm here. It'll save time." Miss Ruby was so pleasant in her approach, so quick about finding just the right shade and texture that the customer was glad she had stopped to make the purchase. In fact, she decided to take three pairs, for she liked the shade the best of any she had ever seen, and she felt that the hosiery was an exceptionally good value. Miss Ruby, in a tactful and quite natural way, suggested that the customer might be interested in some very smart new gloves that were being shown for the first timeimports quite out of the ordinary, and she said Miss Cokinas in the Glove Department would be glad to help her.

Miss Margaret Ruby, Selling. Miss Mary Francis, Customer.

Act V

Glancing at her watch, the customer thought, "I might as well get the gloves today. It's convenient, and I can sit down and rest while I'm trying them on."

In Miss Cokinas she found the same intelligent, courteous service that she had experienced in all this afternoon's shopping at Kaufmann's. It was decidedly agreeable to sit here and have this pleasant young woman fit her in gloves. The customer was pleased with the earnest attention the sales person paid to her remarks, and with the quick way in which she found the desired style. Just before she left, Miss Cokinas told her about some extraordinary values in handbags which she thought would interest her and suggested that she ask for Mrs. Quail in the Leather Goods Department.

Miss Constance Cokinas, Selling. Miss Mary Francis, Customer

Act VI

Rested and pleased with her glove purchase—as indeed she had been with every purchase this afternoon-the customer acted on Miss Cokinas' suggestion and stopped to look at handbags on her way out. She felt confidence in Mrs. Quail's knowledge of her stock and she was pleased at the genuine sincerity of Mrs. Quail's interest in her needs. Mrs. Quail had brought out several bags of unquestioned smartness. yet conservatively styled. "I guess I might just as well decide on one of these bags today," thought the customer. "They are lovely and I don't believe I'll find anything nearly as good to go with this out_ fit." As the customer left the store, having made six satisfactory purchases, she felt pleased with herself, with six good sales people and with Kaufmann's in general.

Mrs. Bonnie Quail, Selling. Miss Mary Francis, Customer.

FRENCH CLASSES ORGANIZED

A new "department" was launched last month—one in which we take particular pride, for it offers striking evidence of the progressive, original spirit of Kaufmann's. It is just one more feature that justifies us in feeling that Kaufmann's is more than a store

—it is an institution.

The need of some knowledge of French has always been felt by buvers who go abroad and by others who constantly meet the language of the fashionable world in the course of their travels, work and reading. month French classes were organized in the store. Primarily designed for merchandise managers and buyers, the French classes have recruited some others who are eager to acquire the language, until now 42 people are enrolled.



It is the intention of Mr. E. J. Kaufmann, who sponsored this progressive step, to make Kaufmann's French classes a permanent feature of this institution. A special room has been appropriately decorated and equipped for this purpose. Mme. Chevre Johnston, who conducts the classes, is a native of Paris, where she lived until nine years ago when she came to Pittsburgh. She will leave for her annual visit to Paris in June, returning to resume her French classes here in September.

Good 66 Ad? Sells George Washington a Suit

What is believed to be a recently discovered letter written by George Washington from Mount Vernon on January 29, 1789, to General Knox reveals that the first president was a reader of advertisements. In the New York Daily Advertiser of Jan. 16, 1789, appeared the following advertisement:

AMERICAN WOOLENS

Just received from the flourishing manufactory at Hartford, a few Pieces of superfine BROADCLOTHS, of an excellent quality, which may be had in patterns, at reasonable prices, of Gilbert Everingham, No. 44, Water—street, both London Smoke and Hartford Grey.

Shopkeepers and others, who may want by the piece or package, will please to leave orders with NATHANIEL HAZARD, No. 51, Water-street.

Jan. 13.

Thirteen days later Washington wrote the following letter to General Knox:

Mount Vernon, Jany. 29th, 1789.

My Dear Sir:

Having learnt from an Advertisement in the New York Daily Advertiser, that there were superfine American Broad Cloths to be sold at No. 44 in Water Street; I have ventured to trouble you with the Commission of purchasing enough to make me a suit of cloaths. As to the colour, I shall leave it altogether to your taste; only observing that, if the dye should not appear to be well fixed & clear, or if the cloth should not really be very fine, then (in my judgment) some colour mixed in grain might be preferable to an indifferent (stained) dye. I shall have occasion to trouble you for nothing but the cloth twist to make the button holes.

If these articles can be procured & forwarded in a package by the stage, in any short time your attention will be gratefully acknowledged. Mrs. Washington would be equally thankful to you for purchasing for her use as much of what is called (in the Advertisement) London Smoke as will make her a riding habit. If the choice of these cloths should have been disposed of in New York where could they be had from Hartford in Connecticut where I perceive a Manufactory of them is established? With every sentiment of sincere friendship

I am always, Affectionately Yrs.,

(Signed) G. WASHINGTON.

—Reprinted from New York Times of April 3, 1927.

NEW NURSERY ON THIRD FLOOR



A Service Room for Mothers and Babies

The Infants' Department is happy to announce the opening of the new Nursery—a quiet, comfortable retreat for mothers and

babies. It is conveniently located at the rear of the Infants' Department, withdrawn from the hustle and bustle of the busy department. There are two rooms—one with a crib and rockers, where very wee tots may take their naps; the other room is a big, light, cheery place with delightful nursery pictures on the wall, a "kiddie yard", lots of little rockers and large chairs for mothers.

Here the babies are

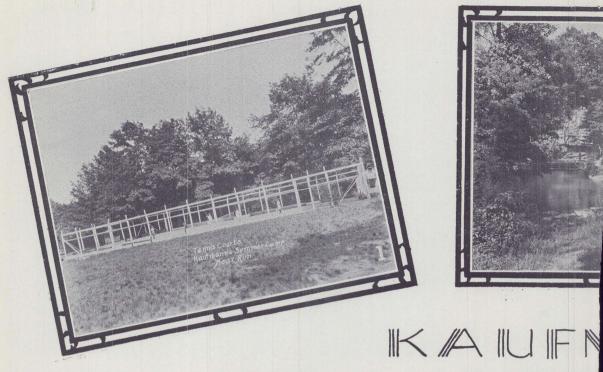
brought to relax after their strenuous shopping. A maid is in attendance at all times.

The day the camera man came to take a

picture of the new Nursery, one of our highly esteemed little customers was making good use of the Nursery accomodations. We asked him if he would object to posing, and with his gracious consent, we present him here- Master Echement, aged six months. He had, with the help of his mother just purchased an entire wardrobe and he was extremely grateful for the soothing quiet of the Nursery, after his shoping expiditions.



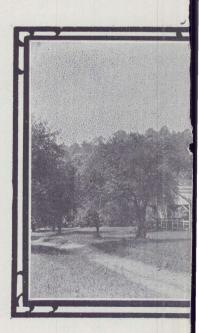
A Quiet Corner in One of the Nursery Rooms





SUMME WELCOMES ALL FE

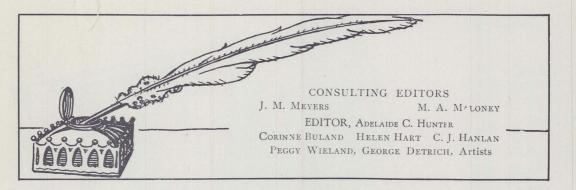












All The Difference in the World

There's all the difference in the world between merely selling this or that article of merchandise, and selling all the romance or service or human interest that go with that merchandise. For instance, if you sell any of the following items, ask yourself the question:

Do I sell shoes, merely? Or do I sell the thought of absolute foot comfort, the joy of a light step, good carriage and the sense of

smart styling?

Do I sell children's clothes, merely? Or do I sell a sense of pride to the mother, confidence, too, in the serviceability of the frock; and to the youngster, do I sell that infinite, inexpressible joy in the possession of a lovely new dress?

Do I sell draperies, merely? Or do I sell the glory of color, the life and beauty and variety that one can add to a home through

artistic draperies?

Do I sell lamps, merely? Or do I sell the charm of an artistic lighting fixture that brings new life to a dark nook, or a perfect reading lamp that brings ease to tired eyes?

In Short

Do I sell merchandise merely, like a disinterested machine, or do I put into my selling all the imagination, knowledge, sincere interest and progressive ideas that should go into real salesmanship? If I do the latter, I am growing—growing and developing my powers in a worth-while way.

On pages 6 and 7 of this issue, there is a little pictorial presentation of the sort of human interest drama that goes on, more or less, all the time in a well conducted store.

C. M. T. C.

Square shoulders! Straight backs! Fresh air! Mixing with regular fellows! Fifty-three Citizens Military Training Camps in the United States will be thrown open to young men—volunteers—who are over 17 and under 24 years of age. There are 35,000 vacancies to be filled by those who pass a simple physical examination.

Hiking, shooting, mass athletics, lectures, drilling—there's a program any young fellow will enjoy.

All necessary expenses, including railroad fare, will be paid by the government.

Superintendent's office will furnish further information.

An Interesting Letter From Japan

The Daimaru, Ltd.
Department Store.
Shinsaibashi Osaka, Japan.
February 12, 1927.

Mr. J. M. Meyers, Kaufmann Department Store, Pittsburgh, Pa.

Dear Sir:

We beg to say that recently we are planning to establish a Retail Mail Order Department in our store and naturally anxious to have a material for research.

Would you kindly give us any suggestion on the subject and favor us sending any kind

of material available.

Our Mr. M. Matsuda asked me to send his best regard to you and your associates.

Thanking your kind treatment on the subject in anticipation,

Sincerely yours, The Diamaru, Ltd. (Signed) S. Kashizaki.

Main Floor News

Miss Jean Goodstein, of the Ivory Goods Section, is to be a June bride. While we wish her all joy and happiness, we will miss her here in the department.

Miss Freda Martin, who has long been in pursuit of just the right calories and vitamins and things like that, seems to have found the winning combination. The additional avoirdupois is becoming, too, Freda!

Our Merchandise Manager, Mr. Moffatt at this writing, is back after an illness that has kept him away for some time. We certainly have missed Mr. Moffat's smile and we surely welcome him back heartily.

Here is little Miss Doris Bosworth, 13 - month old daughter of Mr. and Mrs. Alfred Bosworth. "Bosy" is assistant shipper at N.S.S.S.

Mrs. Bosworth, was formerly Miss Nancy Booth of our Print Shop.



Twelfth Floor

Louise, we understand, is soon to become Mrs. August Rember. Congratulations, Louise!

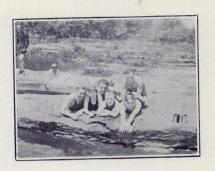
"Casey," Peggy and Joe represented us in *The Firefly*—and we don't mind saying they're big stars in their line. For us they were important parts of the show,

Mr. Grigsby's permanent smile is a lot more permanent and successful, we think, than a lot of so-called permanent waves that some girls pay good money for.

We have finally given up the idea of a bicycle for Mr. King to use on his extensive territory here in the store, and it is about decided that we will supply him with roller skates.

Bear Run Reveries

By Gertrude Newmeyer



Bear Run! What a host of pleasant memories come rushing to those of us who know what the words stand for!

The large, airy porches of the low, rambling Club House; the tennis courts; the swings under the great trees; the dancing pavilion; the bowling alleys; the swimming pool with its clear, cold water; the birds; the quiet woods—I am at a loss to describe the joy of them all.

Those hikes to Baptismal pool; to the reservoir; to the Bear's Cave; to Lover's Leap; to Sunset Hill; to the mountain town of Ohio Pyle and along the seven-mile Forest Trail—each one a never ending delight.

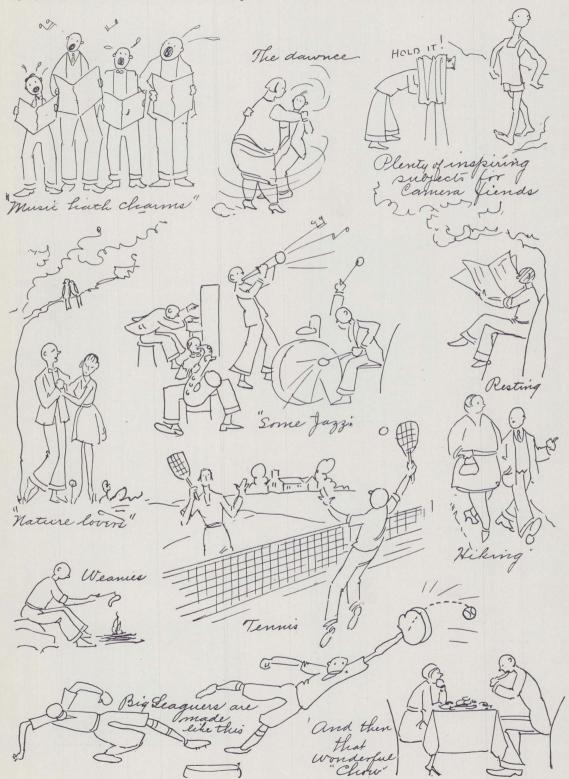
Those long, peaceful evenings under the beautifully clear sky; those corn roasts; those watermelon feasts; wiener roasts; dances; card parties; tennis matches—all climaxed by the motion-picture camera man who found plenty of action to photograph!

The warm weather brings memories of it all to us again. We no longer wonder about Bear Run. We know it's the best place for an ideal vacation! We certainly are going again this summer!



Mr. Guckert of N. S. S. S. at Bear Run Surrounded by Water Nymphs

THOSE HAPPY DAYS AT BEAR RUN



SNAKE TRAPPING IN IDAHO

Boise, Idaho—A new and profitable industry, that of snake-trapping, may soon arise in this State, is the conclusion drawn from a Paris dispatch, calling attention to the recent popularity of snakeskin coats for women, snakeskin blouses and snakeskin trimmings in general.

"Hikers in the vicinity of Boise," says the local article, "are familiar with the numerous 'snake caves' or dens in which millions of rattlers and other varieties of snakes hibernate for the winter, and they claim that there is no better snake country anywhere than

right here in Idaho.

"'There is one big den within five miles and one within nine miles of Boise that are filled with snakes at this time of year,' remarked Oscar Jenkins, taxidermist, 'and I know of one blowhole not many miles from here where all the snakes for miles around crawl in the late fall, and they soon will be coming out again. All along Snake river, snake holes may be found. If it is snakes that are wanted by the Paris couturiers, Idaho can surely supply the market, no matter how great the demand.'

CITES BEAUTIFUL MARKINGS

'I am not surprised that Parisian dressmakers have discovered that the snakeskin is an attractive article,' remarked Steve Hessner, furrier. 'It is one of the most beautifully marked of skins. For garments, I suppose they would want the skins tanned without the scales. This makes a soft, pliable skin, beautifully marked."

"Mr. Hessner said it would take about 160 skins to make a medium-sized coat and the cost of preparing each skin would be about \$1, so that a snakeskin coat would not be particularly reasonable. He is sure, however, it would be stunning.

"Inquiry will be made at once as to the possibility of export and home markets for Idaho snakeskins. Rattlers are more prevalent than other snakes and their markings are more attractive than most."

Reprinted from Women's Wear, April, 1927.

According To



It's a blamed good idee to have a cup in mind when enrollin' in a night course or gettin' a job, either one.

I'd a bin down to the Anual Bear Run Rally an' Dance only I couldn't find my celluloid collar. And besides, I was afraid mebby they wouldn't let the pig in too.

The last list o' Recent Promotions and Transfers looked encouragin' Cheer up, Zeke, says I to myself, mebbe yours is comin', who kin tell?

In givin' the correct weight of a autormobile, don't fergit to deduct th' weight of the radiator lodge emblum.

The greatest height of folly is galluses on knickers.

Moonshine aint dangerous if you leave it in th' bottle.

Etikett has jes as much right in business as in social life, but most folks dont put it in neither.

There ain't nothin that looks no worse than cheap lip rouge.

There's entirely too many people figgerin' on how far they kin git on a gallon' o' gas, 'stead of how far they kin git on their dollars.

Mebby them as don't wish t' care t' come up t' see me 'ud like t' come t' see the pig. It dont make no never-you-minds to me, jes sos I see all of you up here t' Kamp Kaufmann this comin' season.

Yoors trooly, ZEKE.

ANSWERS TO LAST MONTH'S ASK ME ANOTHER

1-Kaufmann's send buyers abroad for the following departments: Women's Ready-to-Wear, Men's and Boys' Clothing, Draperies, Trimmings and Laces, Handkerchiefs, Millinery, China and Glass Ware, Shoes, House Furnishings, Toys, Men's Furnishings, Gloves, Jewelry, Leather Goods, Underwear, Infants' Wear, Books and Stationery, Art Needlework.

2-Mr. A. Simons is head of Import Department.

3—Lalique ware is French art glass famous for its texture and coloring. See specimens of it in the Gift Shop, Eleventh Floor.

4-Number of Fellow-workers in Kaufmann's, as of April 30, 1927, was 3136.

5—Seating capacity in Kaufmann's auditorium, 875.

6—Paintings of Pittsburgh on Eleventh

and Thirteenth Floors were done by Edward Trumbull.

7—Kaufmanns was founded in 1871.

8—Kaufmann's Summer Club has 1700 acres.

9-Kaufmann's deliver merchandise purchased here to any point in the United States, without carriage charge.

7—Kaufmann's have 75 furniture show rooms.

11—The Fellow-workers' library had a circulation of 1351 volumes for the month of April, 1927.

12-Kaufmann's have offices in the following foreign cities: Paris, London, Vienna, Berlin, Frankfurt, Chemnitz, Lyon, St. Gall, Florence, Brussels, Constantinople, Kobe and Yokohama.

Mr. Hannan's Fellow-workers extend to him their heartfelt sympathy on the death of his daughter, Sister Mary Rita, who had been a nun in the Mt. Glitzen Academy, at Baden, Pa.

Wrappers' Weekly Peport



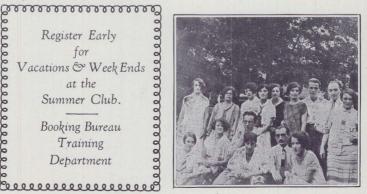
Miss Weber will soon sail for Europe. Her girls wish her bon voyage—but they want to go on record here and now as saying they'll miss her sadly while she's away.

The Infants' Department offer their heartfelt sympathy to William Goldberg on the recent death of his father.



Register Early for Vacations & Week Ends at the Summer Club.

> Booking Bureau Training Department



cmen's "

Basement News

Happy and gay were the former associates of Miss Vincentia Orten, assistant in the Basement Charge Office, when they assembled at her home on Arnold Street, Elliott, on Thursday Evening, April 28th, to wish her a long and happy voyage on the sea of matri-

mony, and to express their appreciation, in the form of a shower

The evening's entertainment started with the presentation of gifts. Mrs. Swift then presented the bride elect with lovely flat silver, a gift from the office and other friends of Miss Orten's in the store.

The rest of the evening was spent in singing and dancing.

A delightful supper was served, after which the guests departed, wishing the bride heaps and heaps of good fortune and happiness.

Miss Orten's marriage to Mr. Anthony Desiderio, also a former employee of the store, took place Thursday, May 5th at 9:00 A. M.

Max Antis has been transferred from stock work to a selling position in the Shoe Department. We wish you success in the new work, Max.

George, so the Central Wrapping girls tell us, thinks he is going to be an inventor some day. Just now he's working on a new and original bicycle model. But it comes high—this inventing business, with so many parts to buy at the Five and Ten! And it takes up all your lunch hours.

Miss Huggins is shown in the picture, picking oranges in Annaheim, California.

Watch Repair Shop

In the Repair and Manufacturing Shop, there's a group of highly skilled experts that it would be hard to match. Many of them come from famous manufacturing plants, and some have come to Kaufmann's from far-famed watch manufacturers abroad. At present the staff is composed of the following:

Mr. E. M. Raymond, Manager, from Providence, R. I.

Mr. William Whitaker, Engraver, from Boston, Mass.

Mr. G. Brandt, Watchmaker, from Switzerland.

Mr. M. K. Herr, Watchmaker, from Hampden Watch Factory, Canton, Ohio.

Mr. A. Lapido, Watchmaker, from Boston, Mass.

Mr. S. Finkelstein, Watchmaker, Pittsburgh.

Mr. J. Mauch, Clockmaker, from Germany.

Mr. H. Wright, Clockmaker, Pittsburgh.

Mr. G. Brown, Manufacturing Jeweler, Pittsburgh.

Miss Sailor, who receives customers and gives estimates on jewelry repairs, Pittsburgh.

Mr. Merz, who receives customers and gives estimates on watch repairs.

Ann Klein and Elizabeth Kearney say they have found a safe and sure way to reduce. Don't rush, girls. They promise to tell later.

The Packers staged a theater party on Thursday for The Firefly, and Ed Uric occupied a box.

A group of Tenth Floor girls held Their Third Chickken and Waffle Dinner at MOUNT NEBO on Tuesday, May 10. Words are not sufficient to tell of the good time that was had by the 30 girls and Mrs. Snyder who is the originator of these parties. The lucky ones to receive prizes were Belle Morman, Bertha Hoffman, Tille Chusetts, Mary Boone and Magdalene Barries for the game of "Poison Stick;" Sarah Gilligan for the "Donkey Game;" Irene Maloney for "Song Contest"; Anna Friend for "Door Prize."

What's Your Store Directory Score?

That's the question these days all around the store. Those little "Ask Me Another" quiz papers are doing a good job of stirring up consciences in the matter of Store Directory. And it is a matter of conscience. No one in the store has a right to be ignorant about the location of any article of merchandise which Kaufmann's carry.

Twenty-five questions on each quiz, two quizzes a week, marked the day after they're given out, each sales person marking her own paper according to the right answers given by the floor men—that's a good way to find out what you don't know and should know.

Mr. Wolf rated 100%, Mr. Goldstein, 98%, and Mr. Meyers, 98%. We expect to see these high records matched by all the sales people before the Anniversary rolls 'round. We can't exaggerate the importance of knowing the Store Directory. A customer, misdirected, often walks out of the store and purchases elsewhere. Can we afford to turn business away from our store in that way?

Interesting New Training Program for Wrappers and Cashiers

We all welcome Miss Caroline Hincks who has recently come to the Training Department. Miss Hincks is particularly interested in the training of wrappers and wrappercashiers. She works in close collaboration with Miss Elser who is Junior Supervisor. A new training program has been started which promises to be interesting and valuable to the wrappers and the store.

It takes skill and intelligence and steady, conscientious effort to do the work of the wrapping desks well. The store has long felt that this is a very important step in the store service. Many a friend has been made for the

store by a courteous, skilful wrapper—and sometimes a good customer is annoyed and lost to the store, by careless wrapping of her purchases. The ninety-seven wrappers who now handle this important work are all strong for the new training program and they say they're in it for all it has to give them in the interests of better work for Kaufmann's.

Monthly group meetings, which started this month, will be regularly attended by the whole staff of wrappers. Mr. Brannigan, Mr. Minnich and Miss Fitzsimmons have given inspiring talks at the April meetings.



Fourth Floor

Miss Lehman, who was so active and successful in getting our department to enroll in the Progressive Retailing courses, was ill and could not attend the banquet.

Miss Agnes Kaiser was recently transferred to a selling position in the Inexpensive Dress Section. Good luck to you, Miss Kaiser.

Here's a thought we'd like to pass along: if a customer can't be fitted or satisfied with merchandise in the misses or women's ready-to-wear sections, ask her to try the Sports Shop. In a number of cases, where thoughtful salespeople have done this, the customer found just what she wanted. While this may not make a sale for the person who originally had the customer, it does get the customer what she really wants, and it keeps her a customer of Kaufmann's.



Seventh Floor

Frank Packard, one of the boys from our Paint Department, left Saturday to play ball in the new Pennsylvania League, for the Greensburg Ball Club. Frankie has all our best wishes for a successful season—and he can bet we're watching the box scores pretty closely.

We welcome back Mr. J. I. Flynn from his trip abroad. We understand it was a great trip and we all look forward with interest to the new merchandise which he bought while abroad.

We were all mighty proud of our Annual Flower and Garden Show that attracted hundreds of garden enthusiasts and flower lovers to the Auditorium last month. The big fish tank in the center was a novelty that received much favorable comment.

There's a smile on the countenance of the cashier on the Seventh Floor that sure does dispel gloom and light up the whole place. If you want to see this smile, just come and ask for Sue.

We welcome the new cashier in the China Department and wish her success in her new work.

We think, by the sign which sparkles from the left hand of Irene, in the Electric Department, that she may have interesting news for us soon.

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A georgeous scene from "The Firefly"



Letters We Like To Get

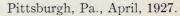
Kaufmann's, Pittsburgh, Pa. Gentlemen:

On Saturday last I lost three picture cords in your store. I reported this to your Lost and Found office.

Yesterday they were delivered to me and I want to express my heartiest thanks and appreciation. You are to be congratulated on your organization, and it is becoming a greater and greater pleasure to shop at Kaufmann's.

Yours very truly,

MRS. JAY GOLDSTEIN



Dear Miss Logue:

Just a note to thank you for that frock that came today. It was so beautifully pressed and wrapped so carefully, I just want you to know how much I appreciate it and your efforts. I hope you will have a happy Easter.

Gratefully and sincerely,
Leila Claire Stewart.
East Liverpool, Ohio.

April 15, 1927.



Fifth Floor

Miss Heller, who recently went to Wilkes-Barre to be the manager of a department, is missed by every one who worked with her here.

The Adoria Room welcomes back Miss

Logue after an illness of three weeks.

The whole department joins in extending to Mrs. Schenk heartfelt sympathy on the sudden death of her father.

Here's a Poser

CUSTOMER (To Miss Callahan): "Can you tell me what it will cost to make awnings for my house? My lot measures 65 feet."

Miss Mary Myer's Fellow-workers congratulate her on her winning of the local contest for a Lois Moran double. As a winner of this contest, Miss Myer appeared on the Loew Aldine stage for one week.

Ninth Floor News

First, it seems, women are interested in beautifying themselves. Witness the rush of business in millinery and ready-to-wear just before Easter. Then, just as sure as Easter comes and goes, women begin to think of beautifying their homes. In other words, it's our busy season! And we're ready for it. Lots of lovely new things are coming in every day—new fabrics and colors in drapes and curtains. We'd like all our Fellow-workers to come and see our new summer stocks.

Mrs. Donnana is back with us after several months' illness, and she is looking fine.

Sid Dickler, who was away for a long time, is back on the job and busy estimating awnings.

One of the memorable scenes from "The Firefly" is shown below.

Song of a Typist

Type, type, typing all day long, Tap, tap, tapping, that's my song, Songs that sing of merchandise, Some out of stock, some lack the size.

Special orders to be filled, Special items to be billed. Fingers tapping on the keys, Type to tap out melodies While Shopping Bureau makes it mark.

Tapping, Typing,—what a lark! Is this poetry? I'll say not! Just a jingle—a passing thought.
—Ethel Forbes, Shopping Bureau.



66RADIO BY CANDLE LIGHT'S New Selling Points For An Old Item

"Radio by candle light is more than a fad. It is really a necessity for improved reception and is an important aid in eliminating interference. Your customers will notice the difference when they turn off all the electric lights and use candles."

The above is quoted from a full page advertisement in a monthly magazine. Hurrah for the candle stick maker! He's not so slow. Pretty keen of him to have discovered a new idea for his candles. And he's right. This is a splendid idea. We've tried it and it's a good tip. The candles do help the reception and they seem to soften the whole effect.

Isn't there a thought here that we can all apply to our business? Are we all as wide awake to the possibilities of our merchandise as we can possibly be? Are there any new uses for old staples? Are there new articles that need explaining to make them as popular as we'd like to see them? All that is up to the salesperson who daily handles this merchandise and meets the trade in the intimate way that really gives him the opportunity to introduce these worth-while merchandise ideas. And, when it's done in the right way, it is a tip any customer is really grateful to receive.



Sincerity Counts

"The customer told me he wanted a wheel barrow and some roofing paper," said Mr. Heslep, "but he said he didn't want to pay much for either. Now, I'm entirely sold on our high grade roofing paper, for that surely is a place where it pays to buy quality. Any one knows that a low grade roofing paper just means trouble. I explained just how I felt about it myself, and I guess I must have been pretty much in earnest when I gave that man the selling points for our high grade roofing paper. And the same about the wheel barrow. My customer ended up by buying the best and I know he'll be as pleased as I was."



A Good Sale

"If there's any place in the store where customers come in oftener with their minds all made up to get a certain color and style than they do in Millinery, I wish you'd tell me!" declares Miss Cowan. "But sometimes you can make a substitution that is better for all concerned. Often in this way you introduce to a customer an entirely new style or the latest color that she didn't even know existed when she came in asking definitely for some other style or color. The other day a rather young girl asked for an inexpensive turquoise blue, felt or straw. I showed her what we had but she didn't find any style in that color that she liked. I just knew she'd look her best in one of our new greens. Lovely color and such smart models! At the mere mention of green she said 'No', but I got one of the models I knew she'd look well in, and as soon as I held it up she wanted to try it on. Sure enough! It was perfect and she was charmed. She came in for a blue felt and went out delighted with a green felt-and-silk combination."

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At the left is a picture of Mr. Walter Behrens painting those nursery pictures that the youngsters love in our new Nursery. Mr. Behrens does this work by hand, using no stencils.

If You Drive to Kaufmann, Pa.

